

# Cross-Platform MMORPGs

*Syncing Web & Mobile for Seamless Gameplay*

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# GDC NEXT

GAME DEVELOPERS CONFERENCE<sup>®</sup> NEXT

FEATURING APP DEVELOPERS CONFERENCE<sup>™</sup>

LOS ANGELES CONVENTION CENTER · LOS ANGELES, CA

NOVEMBER 3-4, 2014



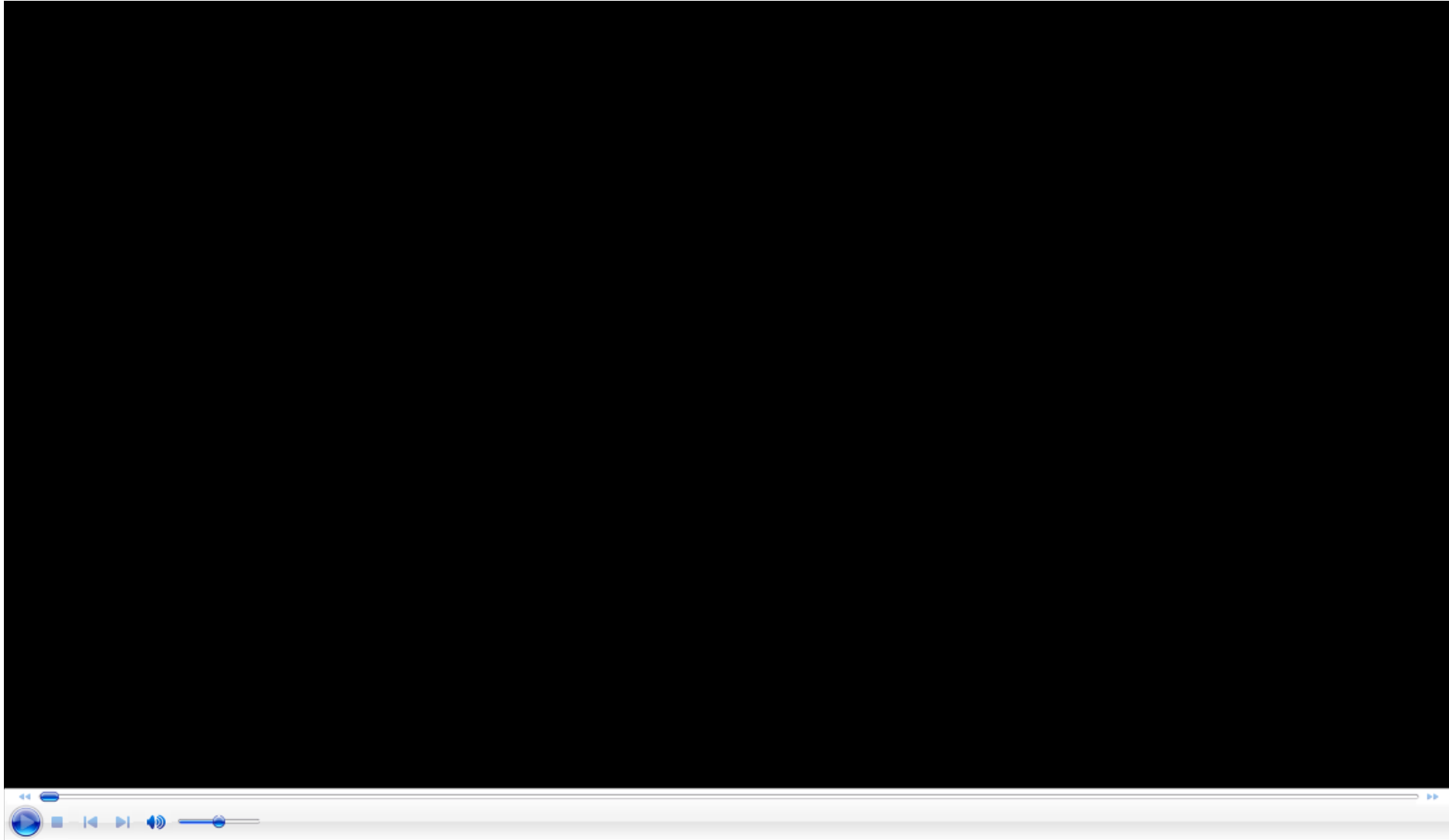
# Who we are



At our core, we're about making learning games for children, across the Web, iOS, Android, and sometimes Facebook.



# The School of Dragons





# Product Overview

*School of Dragons is an MMORPG based on the ever-popular DreamWorks Animation "How to Train Your Dragon" franchise. School of Dragons is one of the first MMOs to incorporate basic science educational features into game play.*

## •Platforms:

- Web
- Facebook
- Mobile (iOS, Android, Windows)

## •Pricing:

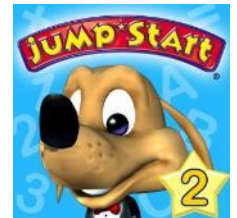
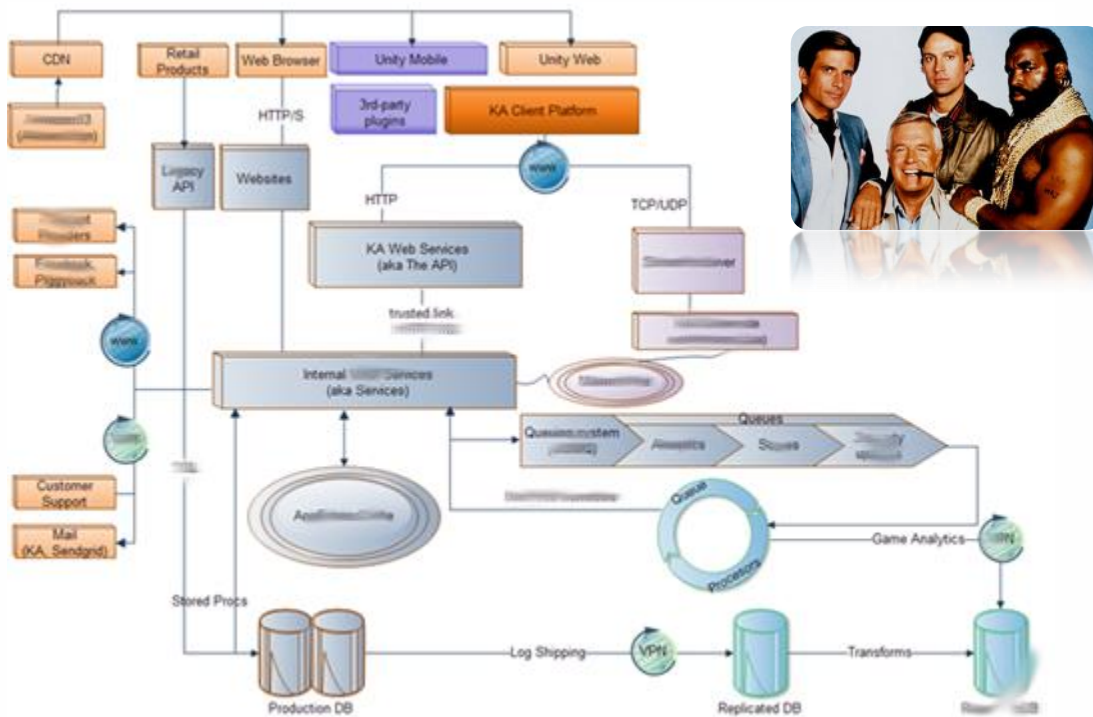
- Free to play with IAP
- Subscription





# The Starting Point

A scalable server side platform that supported MMO games ;  
20+ mobile games on iOS and Android ; a battle tested team





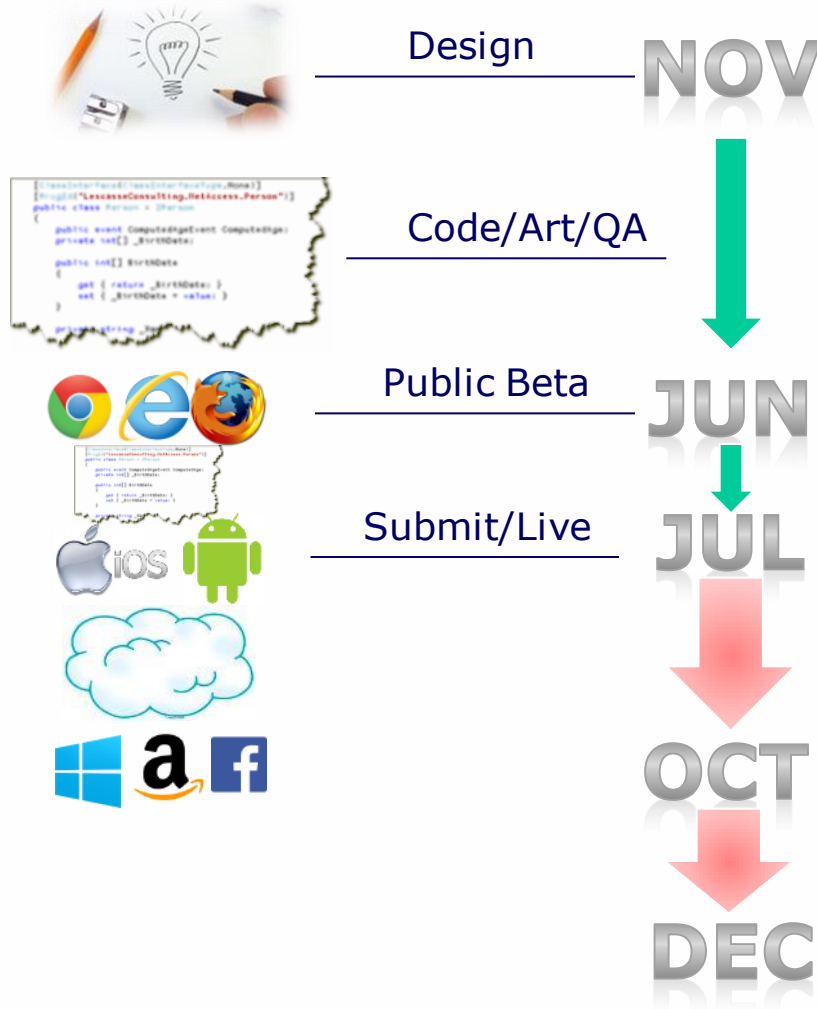
# The Vision

Play everywhere, see everyone, same “epic” 3D MMO experience





# The Plan

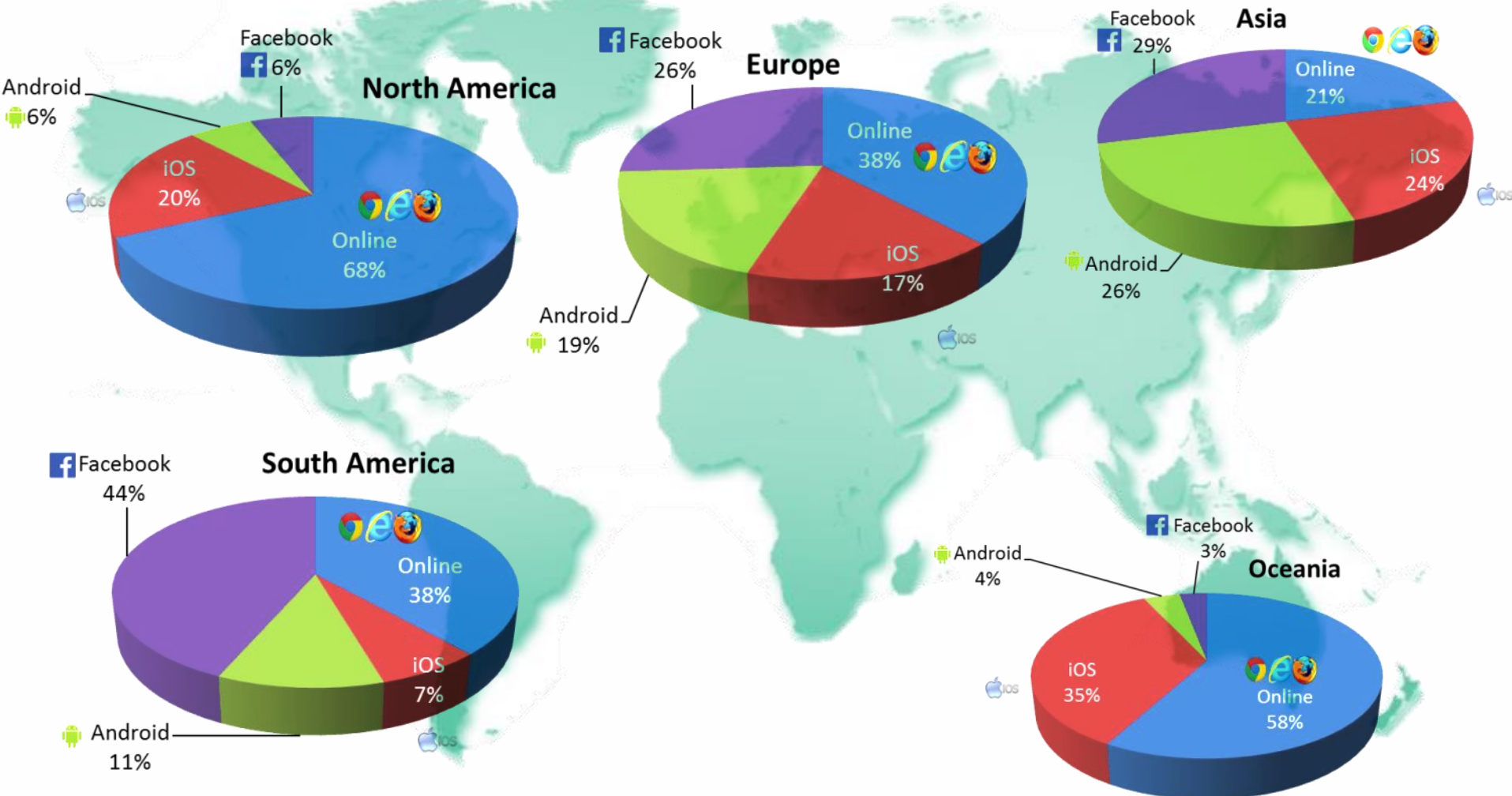


# Reality





# Why pivot to Facebook?







# New Plan



# More Reality

JAN  
2014

FEB

JUN

AUG

OCT

Spanish, Portuguese

Updates!

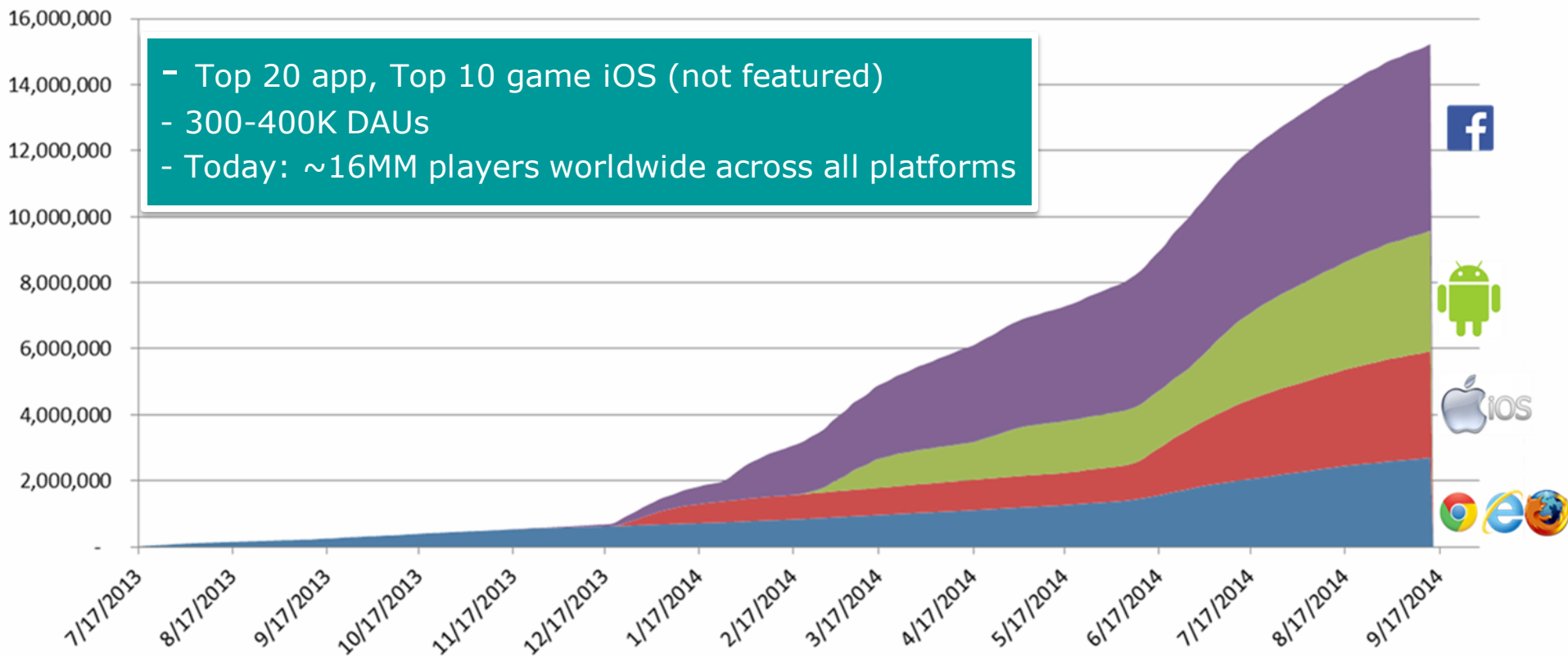


Chinese, French, German,  
Korean, Russian



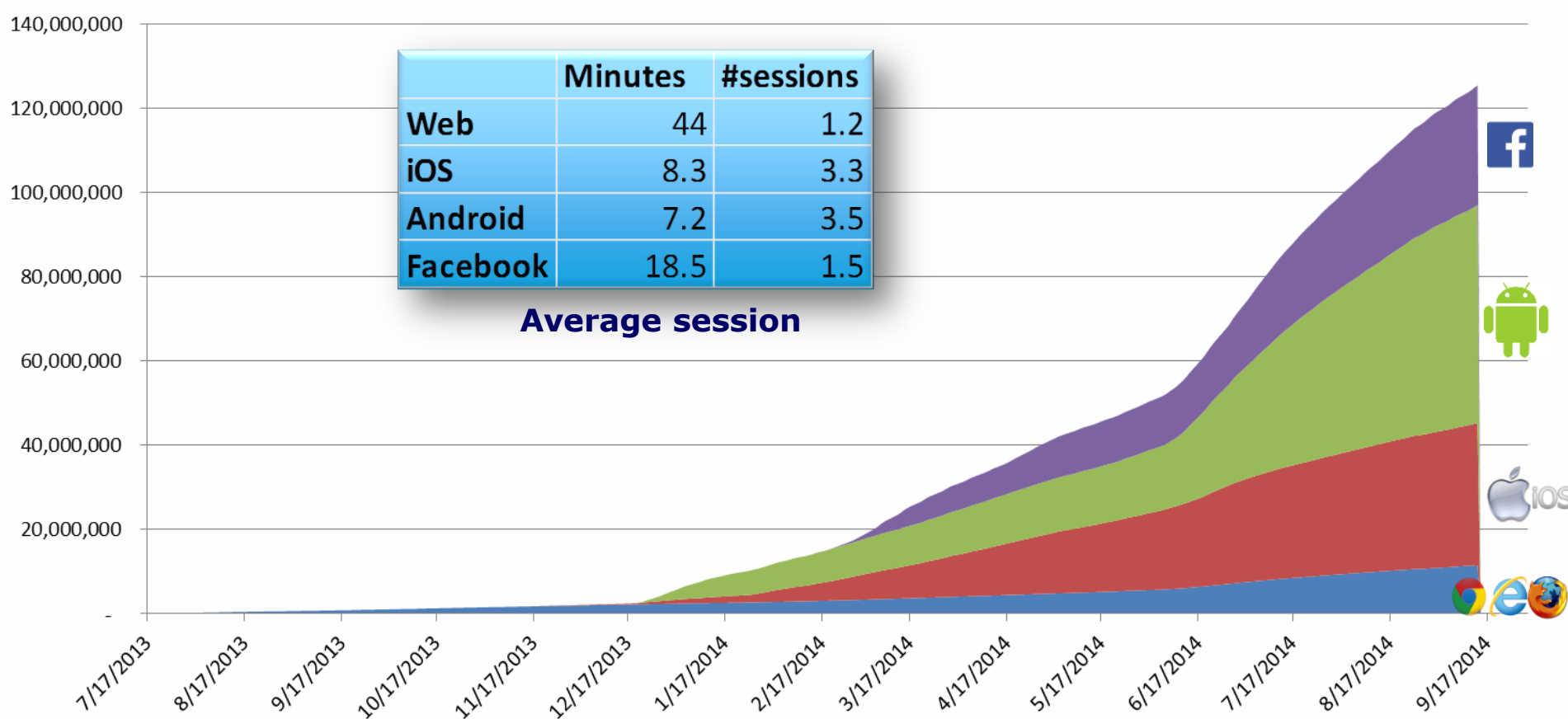


# Metrics –users by platform (cumulative)



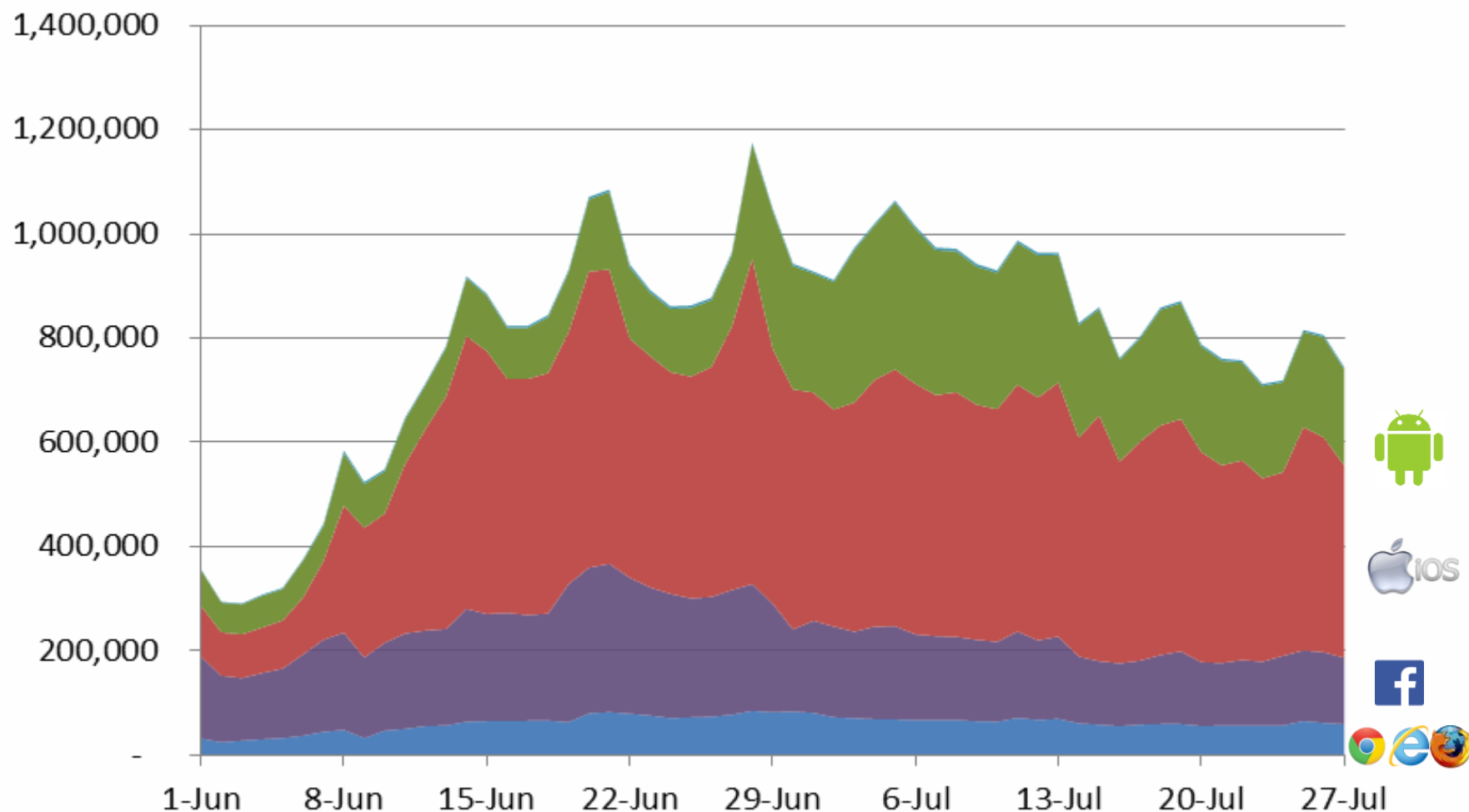


# More metrics – sessions by platform (cumulative)





# More metrics – peak sessions





# More metrics – monetization



DAU	ARPPU	ARPPU	Note
High	Low/Subscription	High	International
Low	Medium/Subscription	High	Primarily US
Medium	High / Non recurring subscription	High	US/EU mostly
High	Low/Subscription	Medium	International

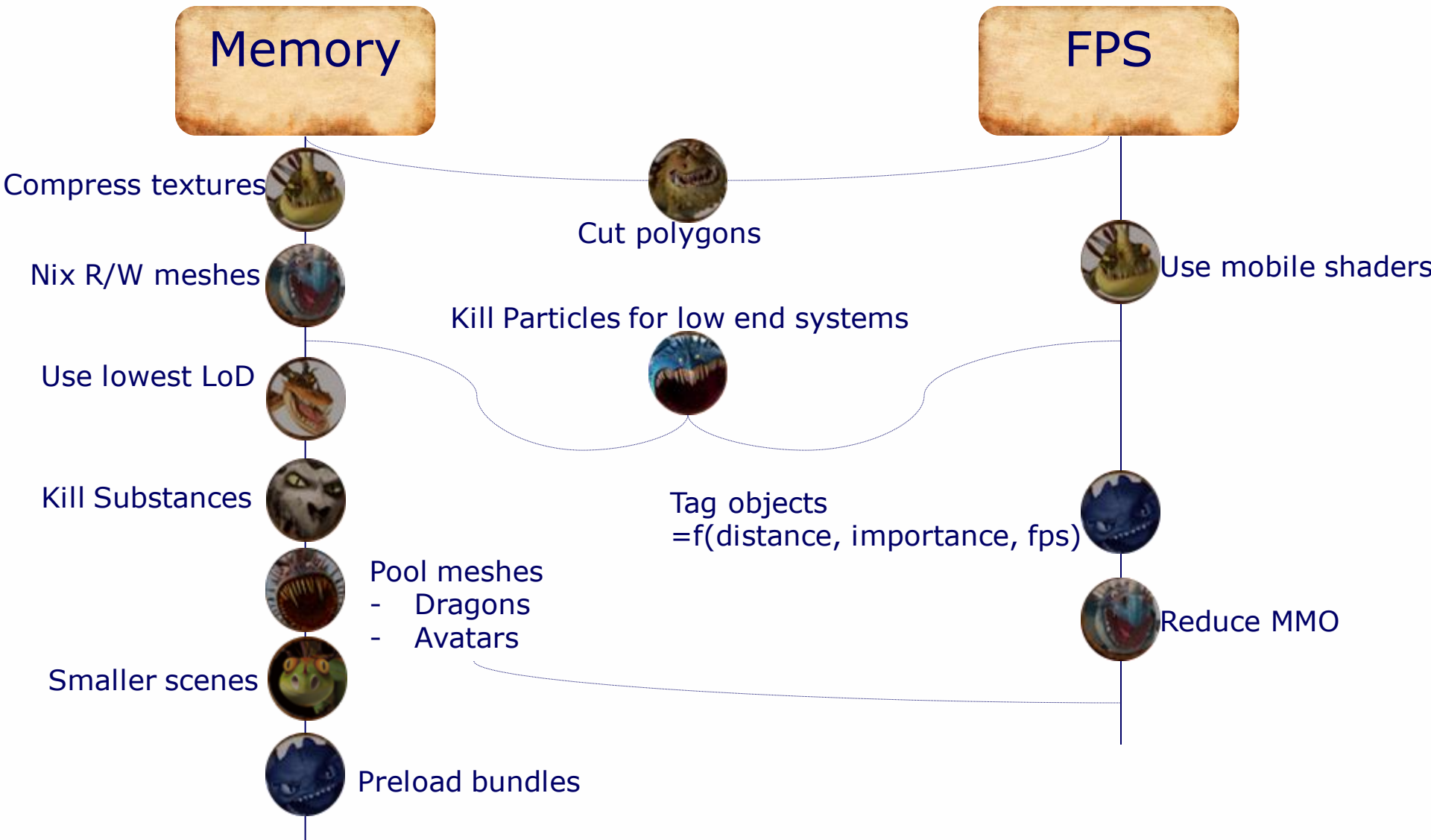
Monetization model:

- In-app purchase of in game currency
- Subscription service
  - Recurring (Web, Facebook, Android (Monthly/Annual))
  - Non-Recurring (iOS, Android (Quarterly, Semi-Annual))
- Offerwall
- Advertising





# Technical lessons for mobile builds



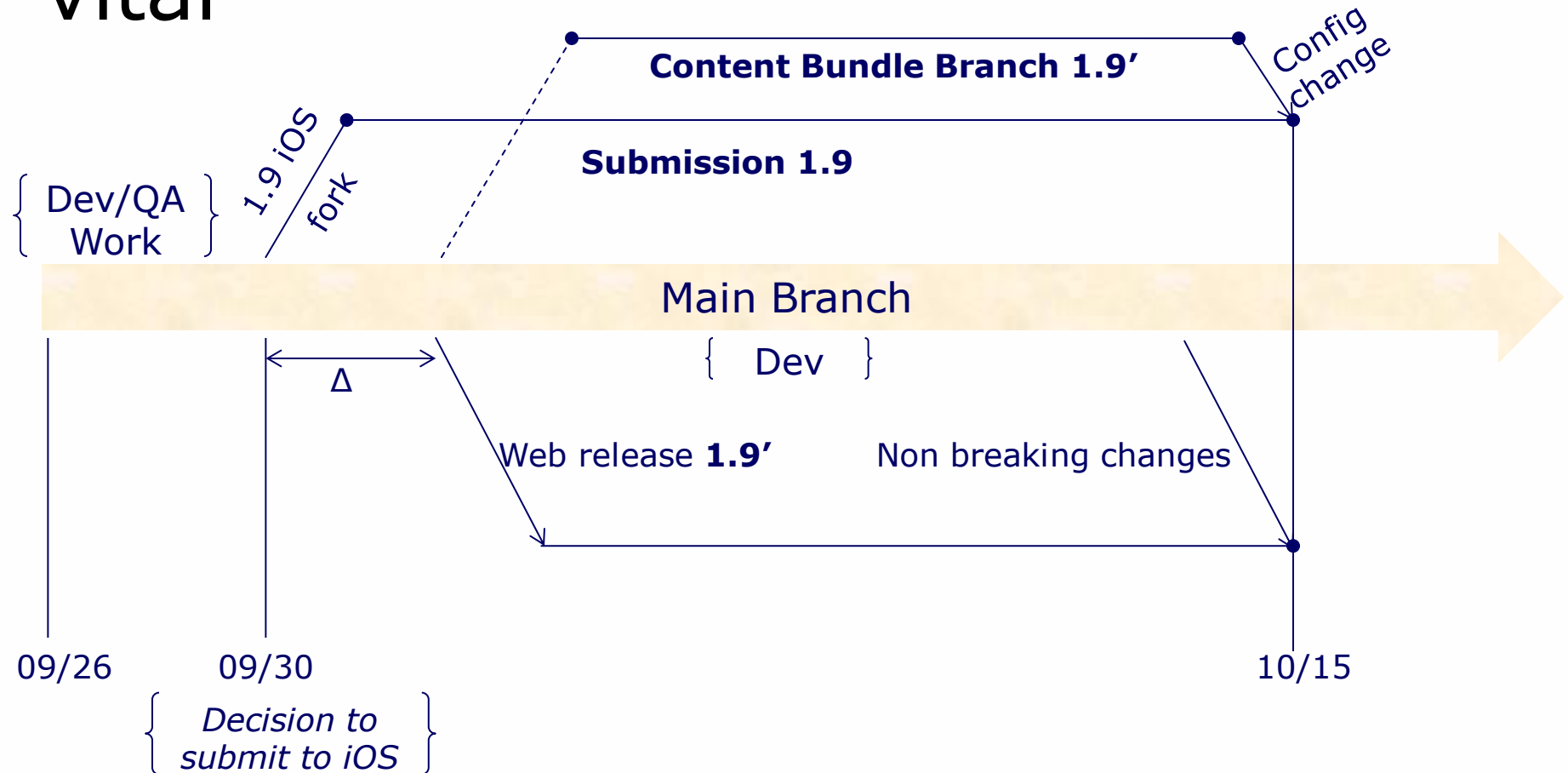


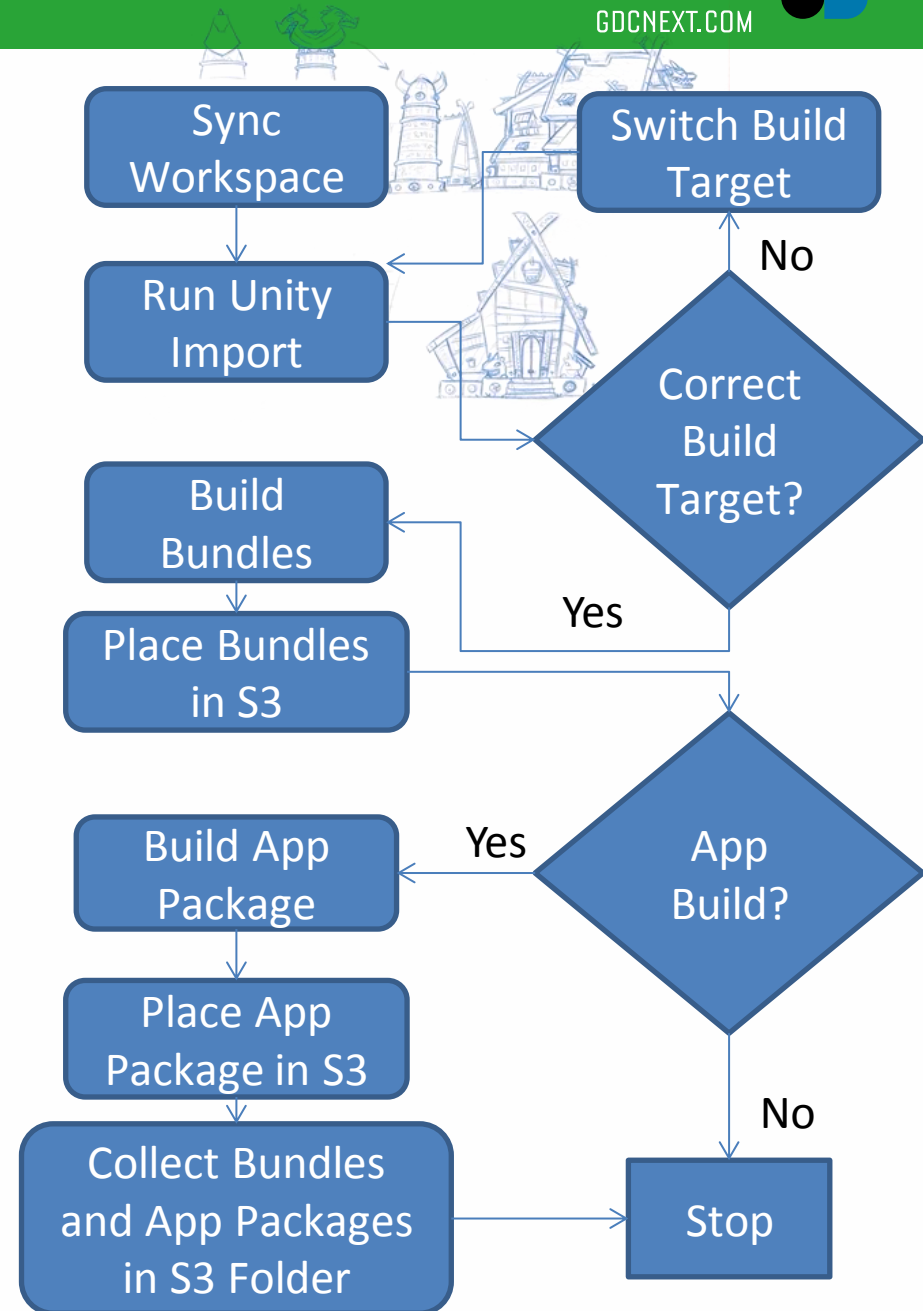
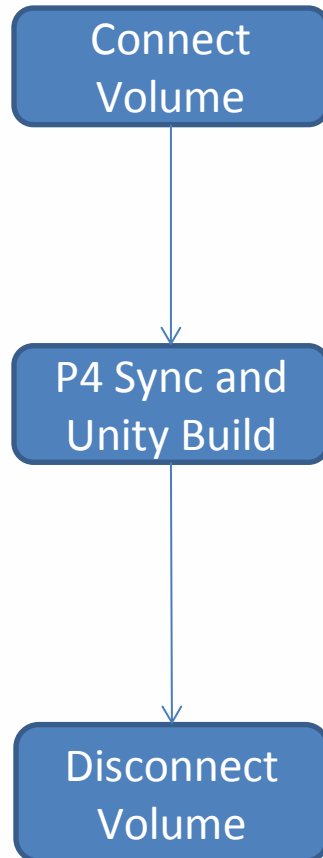
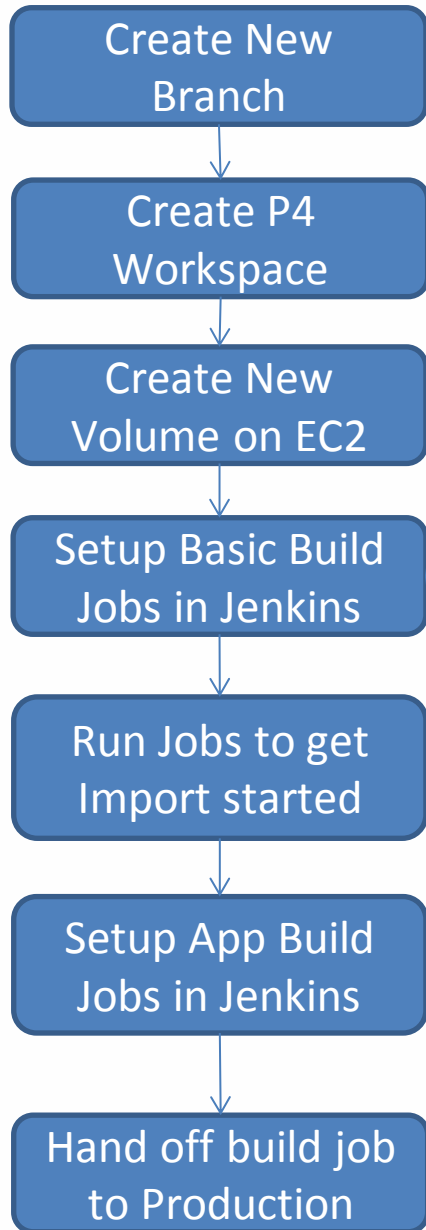
# Platform specific issues

- iOS has a closed environment with limited devices... BUT there's a lot of them
- Android has a myriad of devices
- Memory is limited on iOS, but even more so on Android
- 3<sup>rd</sup> party plug-ins work variously on various platforms – Windows is a special case
- Special facets of platforms – e.g. Live Tiles and unified view on Windows
- Different release cycles
  - iOS – ~2 weeks
  - Amazon – ~1 week
  - Google Play – ~1 hour
  - Windows - varies
- Everything moves all the time – Android candy releases, iOS 5/6/7/8, Unity point releases, devices...



# Change is constant – builds are brittle – automation is vital







Jenkins

10.0.0.58:8080/job/DWADragons\_Main\_Web\_Start-BuildApp/build?delay=0sec

# Jenkins

Jenkins > DWADragons\_Main\_Web\_Start-BuildApp >

- Back to Dashboard
- Status
- Changes
- Workspace
- Build with Parameters
- Delete Project
- Configure
- Email Template Testing

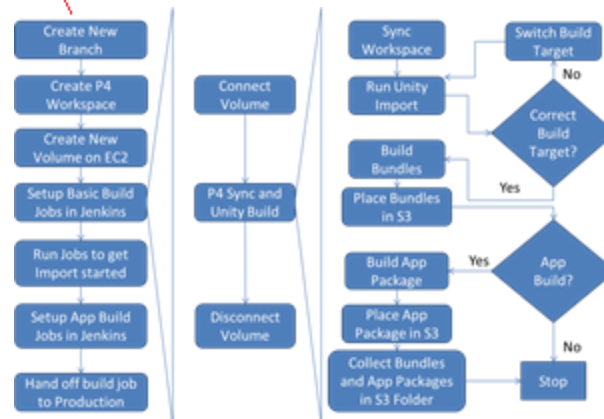
## Project DWADragons\_Main\_Web\_Start-BuildApp

This build requires parameters:

BuildName

**Build**

Build History	trend
#40	Oct 28, 2014 3:01:02 AM
#39	Oct 24, 2014 7:37:59 PM
#38	Oct 24, 2014 5:34:58 PM
#37	Oct 22, 2014 1:52:14 AM
#36	Oct 21, 2014 1:41:54 AM
#35	Oct 20, 2014 10:31:42 PM
#34	Oct 16, 2014 12:15:14 AM
#33	Oct 15, 2014 6:06:28 AM
#32	Oct 15, 2014 2:54:02 AM
#31	Oct 14, 2014 1:23:15 AM
#30	Oct 9, 2014 2:57:47 AM
#29	Oct 8, 2014 2:58:32 AM
#28	Oct 7, 2014 2:42:44 AM
#27	Oct 7, 2014 1:59:54 AM
#26	Oct 6, 2014 6:31:11 PM
#25	Sep 30, 2014 1:06:07 AM
#24	Sep 29, 2014 2:41:58 AM
#23	Sep 26, 2014 3:51:47 AM
#22	Sep 26, 2014 3:14:54 AM
#21	Sep 26, 2014 2:07:00 AM
#20	Sep 25, 2014 2:56:05 AM
#19	Sep 25, 2014 1:15:18 AM
#18	Sep 24, 2014 3:33:58 AM
#17	Sep 23, 2014 3:04:17 AM







# Key Takeaways...

You need a solid platform and a seasoned team to do this well

Build reliability is critical – automate incremental builds

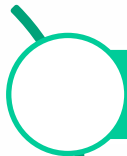
Mobile first – optimize early, don't ship Web till Mobile's proven to work

Design for content updates – stay away from breaking changes when possible

Analyze metrics, iterate, pivot as necessary



# Looking ahead



Xbox One version being scoped out



Steam version in the hopper



**Thank You**